



MCD Elektronik GmbH

# Testing for the future

Every machine that contains electronic or mechatronic components has to be tested for safety and functionality before it leaves the factory. This is where the measurement systems of MCD Elektronik GmbH come in. Countless companies around the world from the automotive, aviation, medicine, energy, and home appliance sectors rely on the testing systems of this middle-sized company based in Birkenfeld in south-west Germany.

The automotive industry is a driver of innovation within the economy. It accounts for the largest share of MCD's customers, and so the company is always at the forefront when it comes to innovative projects. 'We are often working on products that won't come to market for another few years,' explains managing director Bruno Hörter. Two years ago, his company developed 'Vision 2026' as a means of anticipating today what its customers will need tomorrow. The initiative has since been extended to the year 2030.

#### Online shop attracts new business

One of the pioneering innovations to come out of MCD is a USB hub that distributes control tasks to intelligent sub-systems. This makes it considerably easier to build complex systems. Like many other products, the hub is available in the company's online shop. 'In actual fact, a company in our sector doesn't really need an online shop,' says Bruno Hörter. 'But it means we are often found by customers who are looking for a specific product. And sometimes, if we receive feedback that our shop doesn't

have something a potential customer is looking for, that gives us the idea for a new product.'

#### Young team

Another innovation is the proprietary testing system software that runs many other manufacturers' machines, as well as MCD's own. 8,000 licences have so far been sold in 50 countries. The young team – average age around 32 – draws inspiration from discussions with customers, but meetings with interesting companies can also be a source of fresh ideas. This was the case recently with a provider of augmented reality solutions. 'Meetings like these expand the horizons of our developers,' says Bruno Hörter, whose employees work in Germany, Hungary and China. The international exchange of new ideas is facilitated by an internal platform where staff can post ideas and comment on those of their colleagues. Good ideas are quickly translated into reality, thanks to short, fast decision-making paths. This is a company that is ready for the future.

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Measurement/Testing Technology



**Managing Director**  
Bruno Hörter



MCD is a technological leader in the field of complex mechatronic and fully automated testing systems. The company provides everything its customers need – from concept development to on-site commissioning of systems.